

PARLIAMENT PXB

1) Initial Production Allocations: What quantity?

- Proposition:
 - New brand introduction: Regions 2-5
 - FF Line Extension: Region 1
 - New graphics on all current product; two new FF packings
 - Four packing focus/distribution drive:
 - NM FF Kings Box
 - Men FF Kings Box
 - NM Lights Kings Box
 - Men Lights Kings Box
- Distribution Goal: 90% AOC
 - Total Number of Retail Outlets Nationally (Workload): 218,796
 - Wholesale:
 - Intro Allowance: \$6.00/12M Case
 - RDA: \$12/12M case
 - Retail:
 - Gratis: 10% if two packings and 20% if 4 packings

• Initial Allocation Options

	FF NM	FF Men	Lts. NM	Lts. Men	Total
- 2 Months Volume:	207MM	37MM	492MM	62MM=	798MM
- Pipeline + 1 Month:	403MM	268MM	496MM	231MM=	1,398MM

2) UPC/Offering: 6M vs. 12M Cases

	Currently	Proposed
• NM FF Kings Box	----	12M Case
• Men FF Kings Box	----	12M Case
• NM Lts. Kings Box	12M/6M Case	12M/6M Case
• Men Lts. Kings Box	6M Case	12M/6M Case

3) Sell In Sample Quantities

- 44,000 cartons/440,000 packs - 2 packs/retail outlet???

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